RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #236370
F. Gray
GRAYS WHOLESALE

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Fran:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as **30** skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is **not** 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	1	12300-11226	1 (12M)	12300-11212
Light Box	2	12300-11926	1 (6M)	12300-11906
Ult Lt Box	1	12300-70326	1 (6M)	12300-70306

Product / Premium Arrival: **February 23, 1998**

Ship Date to Retail: **Week of: March 9, 1998**

DISPLAY DETAIL (#538994)

SKU CUBE : **1.6700**
SKU WT (w/o Product): **4.5000 lbs**
Retail Sales Offer per Sku: **20 Offers**

Billing per Sku: **4 Full Price Cartons**

EFT $ Amount: **$1,945.07**

PARTNERS 'BONUS' REPORTING DESCRIPTION **'WIN MAR B2G1F'**

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Source: https://www.industrydocuments.ucsf.edu/docs/jfyn0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. OPEN WINSTON **B2G1F** SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE **B1G1F** OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:

* **4 CARTONS:**
  - 2 WINSTON LT BOX
  - 1 WINSTON FF BOX
  - 1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$56.00 (2 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162201
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 236370 GRAYS WHOLESALE, INC. <DIRECT>
TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0038
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	171520	THE GENERAL STORE	816 BRADLEY ST	WATERTOWN	NY	13601	1				(315)788-6841
162201	162239	171563	AUBREYS SHOPPING CT	342 EAST BROADWAY	CAPE VINCENT	NY	13618	1				(315)654-2381
162201		172637	AL SMITH SUPERETTE	4 S MAIN ST	NORFOLK	NY	13667	1				(315)384-4261
162201	162239	499604	GREGGS BUTCHER BLOC	MAIN ST - BOX 266	HARRISVILLE	NY	13648	1				(315)543-2790
162201	162239	575253	R & M CORNER MARKET	342 W MAIN ST	GOUVERNEUR	NY	13642	1				(315)287-0140
162201	162239	590828	C. J.'S	157 MARKET ST	POTSDAM	NY	13676	1				(315)265-0226
162201	162239	632674	DUNNS GROCERY	MAIN ST	COLTON	NY	13625	1				(315)262-2364
162201	162239	696070	MERCERS STOP & GO	21623 STATE ROUTE	WATERTOWN	NY	13601	1				(315)788-6555
162201	162239	719918	MCGINNY'S	38198 STATE ROUTE	THERESA	NY	13691	1				(315)628-4330
162201	162239	762908	GEARSBECK GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	3				(315)848-2758
162201	162239	763168	NORPR/DBA BREEZE-IN	BLACK LAKE RD BX1	OGDENSBURG	NY	13669	1				(315)393-3050
162201		171522	B & D CONVENIENCE	703 STATE ST	CLAYTON	NY	13624	1				(315)686-5131
162201		172645	SMITHS GROCERY	146 E ORVIS ST	MASSENA	NY	13662	1				(315)769-7595
162201		172662	ROBINSON'S MARKET	32 MARKET ST	POTSDAM	NY	13676	1				(315)265-7620
162201		762191	BOLTON PHARMACY	128 W MAIN ST	WATERTOWN	NY	13601	1				(315)782-5961
162201	162239	935717	MASSENA BIG 'M' #88	232 N MAIN ST	MASSENA	NY	13662	1				(315)769-8060
162202		264680	BEST WAY C & C	BYER ROAD	OSWEGO	NY	13126	1				(315)343-8048
162202		759299	SPY ISLAND STORE	308 STATE ROUTE 1	MEXICO	NY	13114	1				(315)963-8855
162202	162238	171532	MERCERS STOP & GO	32 E CHURCH ST	ADAMS	NY	13605	2				(315)232-4214
162202	162238	742261	LITTLE LUKEY'S STOR	538 S ALBION RD	ALTMAR	NY	13302	1				(315)298-2740
162202	162238	772299	HOLLYWOOD NEWS	48 W BRIDGE ST	OSWEGO	NY	13126	1				(315)343-0113

PAGE BREAK TOTAL ACCOUNTS 21 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 21 TOTAL QUANTITY 24

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WHOLESALER PACKING INSTRUCTIONS

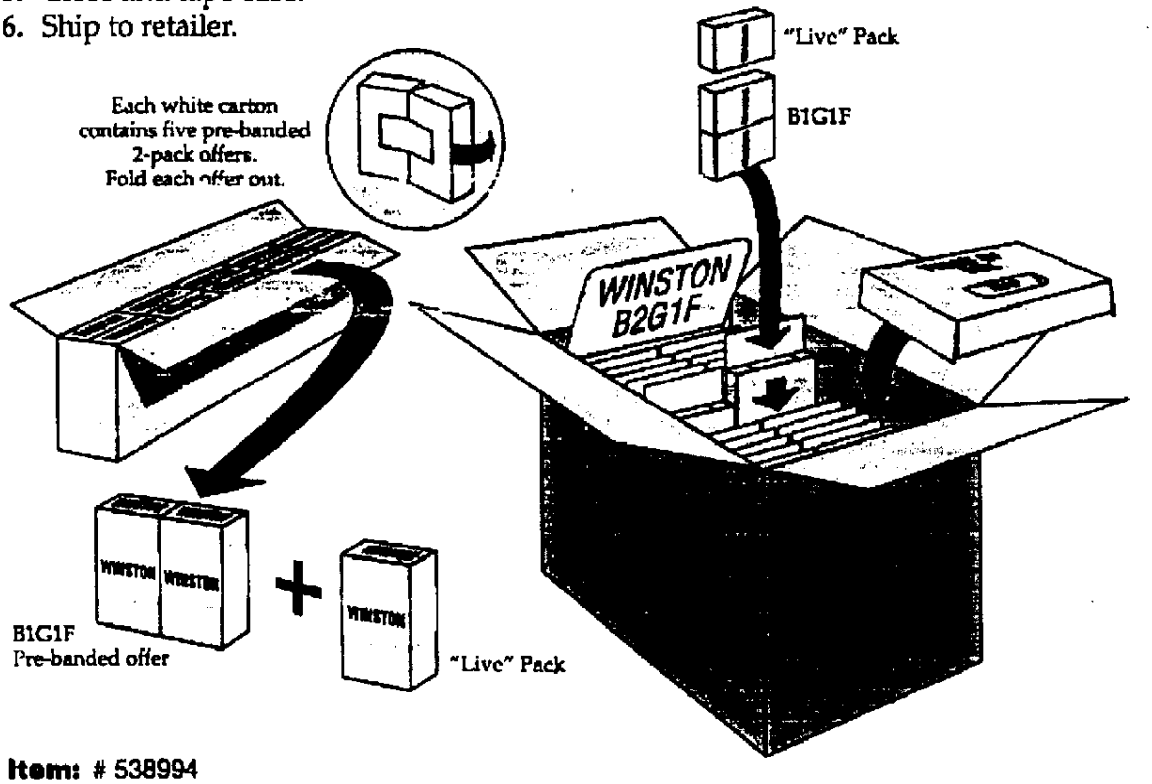
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. **Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul. Lt. Box.**
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994

Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

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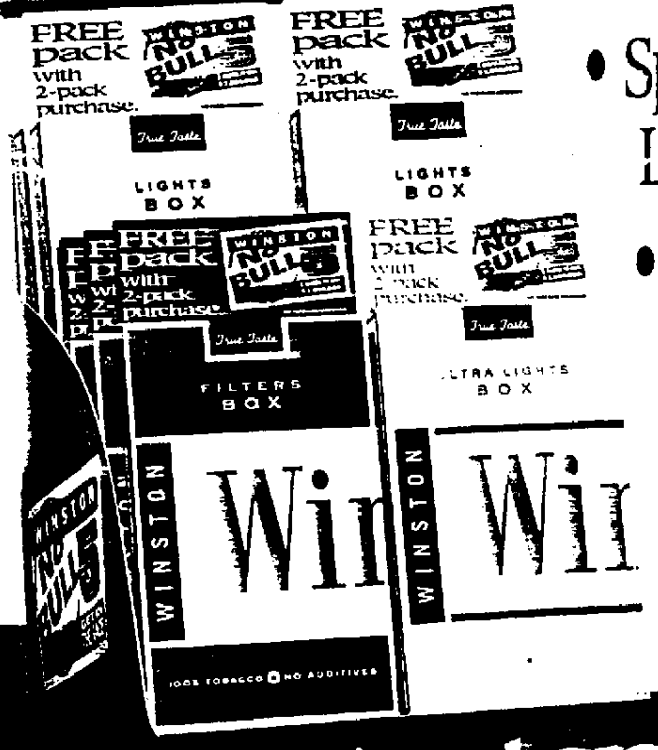
FREE pack with 2-pack purchase

Smoke this FREE pack with 2-pack purchase

- Kick off March with this offer: Buy 2 packs. Get one free.
- Special packaging in Full Flavor, Lights and Ultra Lights Box Styles.
- Dramatic counter display and poster.
- Another No Bull 5 way to build traffic.



Winston

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